

MR KATZ



PSYOP-POLWAR



NEWSLETTER



The PSYOP/POLWAR Newsletter is published monthly by the Psychological Operations Directorate of Headquarters United States Military Assistance Command Vietnam. The purpose of this newsletter is to provide commanders, PSYOP personnel, and POLWAR advisors with a crossfeed of information on the progress of psychological operations and political warfare and to exchange ideas and lessons learned. Readers are requested to contribute items of interest to this office, attention: Operations Branch. Please include credits to units and/or individual contributors as appropriate. Submissions may be made at any time but they must be received no later than the 10th of the month to be included in that month's issue.

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HEADQUARTERS
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Office of the Psychological Operations Directorate
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25 September 1968

1. PSYOP CAREER OPPORTUNITIES

ARMY OFFICERS/ENLISTED men interested in continuing their careers in the PSYOP field and in the Pacific area, upon completion of current tours, are encouraged to apply for transfer to the 7th PSYOP Group in Okinawa. Any applicant with PSYOP experience in Vietnam will be considered.

The 7th PSYOP Group furnishes strategic PSYOP support throughout Southeast Asia in support of PACOM. The Group's operational responsibilities are diversified, ranging from radio and magazine production to training US and Free World Forces in propaganda warfare and printing operations.

Further information on the 7th PSYOP Group and details on application for assignment may be obtained by contacting Major Grady or SFC Bolia at the 7th PSYOP Group, Vietnam Detachment, located in Saigon, telephone Tiger 3938.

--7th PSYOP GP., VN DET.

2. POLWAR CONFERENCE

QUARTERLY POLWAR CONFERENCE was held at Headquarters MACV theater at 0800 on 6 September 1968. During the opening address, Colonel Hinton, Director of Psychological Operations stressed the importance of the conference, emphasizing that the purpose of the conference was to make Polwarriors aware of what others in the field are doing and to provide a place at which common problems could be discussed and solved.

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During the morning senior advisors, from the various POLWAR Departments and Areas, discussed their current activities and explained problem areas.

The afternoon session was highlighted by discussions of areas of interest by the G5 advisors from II and III Corps, followed by a lively question and answer period.

Just prior to the closing of the conference, those attending were shown the English-language version of a psychological warfare film, Saigon, Target Zero, which was produced by the RVNAF Psychological Warfare Department immediately following the Tet Offensive against Saigon. Colonel Anderson, Chief, POLWAR Advisory Division, delivered the closing remarks at the conference.

The possibility of holding future POLWAR Conferences at places other than Saigon is presently being considered. Such places as Dalat and the Corps Headquarters have been suggested in order to attract the largest possible number of representatives.

--MACPD, POLWAR

3. HOI CHANH SPECIAL

USE OF HOI CHANH to write to their former comrades has once again proved itself useful as an effective method to induce the enemy to rally. A member of an Armed Propaganda Team in Binh Dinh Province wrote letters to a former comrade and eventually convinced him to rally to the GVN. Additional ideas on exploiting Hoi Chanh can be found in JUSPAO PSYOP Policy Guidance Numbers 16 and 44.

--JUSPAO, PP&R

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CHIEU HOI FOLLOW-UP propaganda campaign is being planned by the 4th PSYOP Group. The intent of the campaign is to follow a Hoi Chanh from the time he rallies, through the Chieu Hoi Center and to reunification with his family. Pictures, statements and stories will publicize the Hoi Chanh emphasizing a pro-GVN theme.

--4th PSYOP Gp.

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NATIONAL POLICY DICTATES that potential Chieu Hoi returnees be advised to hide their weapons before coming in to any GVN/US/ FWMAF military unit. Leaflets should be printed advising VC/NVA troops that armed personnel will accompany them back to the hiding place to recover their weapons so that they can claim their reward.

X X

--JUSPAO, FDD

EXCESSIVE LEAFLET CONCENTRATION and insufficient target coverage were problems in leaflet dissemination during World War II and the Korean War, as well as today. These problems can be partially overcome through proper leaflet size selection, reduction in the quantity of leaflets released at one time and "feeding out" the leaflets from the aircraft in a continuous release during the leaflet dissemination pass. Using the leaflet bundle described in FM 33-5, paragraphs 4 and 5, pages 144 and 145, the best way to increase target coverage and reduce leaflet concentrations, and still have the bundle open at low altitudes, is to reduce the size of the leaflet bundle and increase the number of bundles used. Many past and present PSYOPERATORS in Vietnam have employed various versions of the leaflet bundle with varying degrees of success.

Major Gregory, PSYOP advisor with the 25th ARVN Div. is probably among the most successful. In his area, he sold FAC aircraft personnel the idea of following up airstrikes and artillery strikes with leaflet drops.

Major Gregory arranged for the preparation of large numbers of small leaflet bundles (optimum size 250 to 500 leaflets per bundle for altitudes of 500 feet, and 250 leaflets per bundle for altitudes below 500 feet) and issued the bundles to the FAC personnel. After air or artillery strikes, the FAC aircraft which are always on target, make a single pass to drop several small bundles and immediately exploit the results of the strike.

5. PAYOFF

LEAFLET/LOUDSPEAKER EFFECTIVENESS in I Corps is indicated by a high percentage of favorable responses. Recent interrogation of 337 Hoi Chanh in Chieu Hoi Centers throughout I Corps revealed the effectiveness of PSYOP leaflets and loud-speaker broadcasts. The following responses were obtained:

<u>Question</u>	<u>Positive Responses</u>	<u>Percentage</u>
Have you seen leaflets?	322	96%
Were you influenced to rally by what you read?	300	90%
Did you hear aerial broadcasts?	306	91%

--MACPD, D&A

6. DEATH THEMES

PW'S AND RALLIERS have recommended against the use of scare, threat and death theme leaflets because they have little effect on the men in the field. Returnees feel that this is especially important in conjunction with a plea for a return to the Government. Other statements, from random sources, having a bearing on death themes are quoted for information: "The scene of death brought about by the Government did not show the Government in a favorable light;--- We preferred to think of the government as the head of the family of Vietnam, one who is our benefactor and helps us;--- Death scenes show the government as being unsympathetic and, to a degree, gloating over a victory scored against the very ones that are being asked to return."

Leaflets depicting battle scenes with scattered dead bodies work against our long range strategic PSYOP objectives and should be avoided.

--MACPD, D&A

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7. RECALL OF MEMO #57

JUSPAO FIELD MEMORANDUM No. 57, "Organization and Operation of U.S. - Supported Culture - Drama Teams" dated 5 Aug 68, has been recalled. A revised Field Memorandum 57 dated 21 Aug 68, has been distributed to the field. All copies dated 5 August 1968 should be destroyed.

--JUSPAO, FDD

8. PRINTING EQUIPMENT TECHNICIAN

PRINTING PRESS SICK? if so contact Mr. Edward Nitenson, telephone Long Binh, 4655, 4273 or 4879. Mr. Nitenson is a Printing and Reproduction Technician for the Army Mobility Command and will assist any PSYOP unit or PSYOP Agency with printing press problems.

--7TH PSYOP GP., VN DET

9. MEASUREMENT TECHNIQUES NEEDED.

HOW GOOD IS the effort? What results are achieved? These two questions are constant factors in the minds of PSYOP personnel when gathering data. However, the greater problem is not the gathering of data but the technique for measurement. How can quality and results be measured simply and efficiently? Ideas are solicited by MACV PSYOP Directorate. Imagination is required.

--MACPD, DIR.

10. HEAR YE, HEAR YE.

KEEPING RVNAF INFORMED through locally produced periodicals and newspapers is a job the General Political Warfare Department does extremely well. The Psychological Warfare Department of GPWD prints colorful and interesting magazines for the RVNAF soldier at every level.

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Tien Phong (Vanguard) is the officer magazine. It contains items of interest to those in command positions and is published monthly in 20,000 copies. Chien Si Cong Hoa (Republican Fighter) is the Non-Commissioned Officers magazine and is also printed monthly in 247,000 copies. Chien Si Tim Hieu (Fighter's Information Booklet) is the RVNAF soldiers' booklet, which serves to keep him informed and up-to-date on military matters and helps build morale and a fighting spirit. It is printed in 300,000 copies and distributed every two weeks.

Twenty-five thousand soldiers and civilians receive a copy of Tien Tuyen (Front Line) newspaper each day. It reports both military and civilian news from the Republic of Vietnam and around the world. Isolated units and sub-sectors receive 1,500 copies of Tien Tuyen free. The remaining copies are distributed commercially. The numbers of copies of GPWD publications distributed varies according to troop strength and location. Advisors are requested to monitor receipt and distribution of these periodicals in their unit, province, or district. Any comments regarding non-receipt, distribution, or content should be addressed to POLWAR Advisory Division, PSYOP Directorate. Prompt follow-up action will be taken.

--MACPD, POLWAR

11. EVALUATION OF FREE SOUTH

INFORMATION IS NEEDED by JUSPAO concerning the effectiveness of the newspaper Mien Nam Tu-Do (Free South). Data desired includes: How many people see the paper; how many read it; do they like it; and are they influenced by it. The majority of this information may be obtained from PWs and Hoi Chanh. All available information should be forwarded FDD, JUSPAO through MACV Psychological Operations Directorate or CORDS/POD channels.

--JUSPAO, FDD

12. CIRCULARS REPLACE FIELD MEMOS

JUSPAO FIELD MEMORANDA have been replaced with a new series entitled the PSYOP Circular, which will present material pertinent to PSYOP operational programs. The first PSYOP Circular specifies which Field Memoranda will remain in effect. PSYOP Circular number 2 contains current JUSPAO PSYOP Policy Guidances.

--JUSPAO, PP&R

13. SPECIAL DATES

JUSPAO PSYOP CIRCULAR containing significant enemy and friendly holidays and anniversary dates will be issued to assist PSYOP personnel in the planning of PSYOP campaigns. The Dates Circular may be used not only for launching or highlighting PSYOP campaigns, but even to serve as an alert to possible enemy initiated campaigns.

--JUSPAO, PP&R

14. TARGET AUDIENCES FOR LONG ME

THE PRIMARY AUDIENCE for Long Me, the new Chieu Hoi magazine, is the civil bureaucracy at all levels - national, regional, provincial, district and village/hamlet. Second in importance is the military establishment of the Republic of Vietnam. Long Me's "raison d etre" is to sell the Chieu Hoi program to government officials and the Armed Forces. Other audiences include families known to have relatives in the VC and the Chieu Hoi Centers.

--JUSPAO, FDD

15. PILOT STUDY

RAND CORPORATION HAS conducted a substantial number of "in-depth" interviews with PW's and Hoi Chanh for a period of several years. Rand has developed a computer technique to code information contained in the interviews. A pilot study was run to determine what the computer file contained in the area of leaflet effectiveness. Leaflet responses from the computerized file were classified as effective, ineffective or neutral. Effective responses indicated belief in and/or the use of leaflets in rallying. Ineffective responses were those indicating disbelief and failure to react positively to the leaflet. Neutral responses included those who had never seen leaflets nor

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which could not be classified in either the effective or ineffective categories. Results of the limited pilot study indicate a favorable trend toward leaflet effectiveness.

<u>Group</u>	<u>Effective</u>	<u>Ineffective</u>	<u>Neutral</u>
PW	70%	15%	15%
Military Hoi Chanh	75%	25%	
Civilian Hoi Chanh	80%	20%	

As the number of Rand computerized interviews increases, more definite information will become available.

--MACPD, D&A

16. PSYOP BRAIN

AUTOMATIC DATA PROCESS capability has been initiated to improve the management control of national PSYOP programs and their implementation. The PSYOP Directorate has requested automatic data system development support from Data Management Agency. The concept envisions that the end product will be a geographically displayed format which will, from operational data inputs provided by the PSYOP Directorate, provide a means of statistically assessing PSYOP effectiveness. The specific areas of analysis interest programmed are:

- leaflet delivery techniques.
- areas and audiences exposed to any given theme.
- requirement for initial and follow-up target areas, and themes to be used.
- areas in which PW and/or Hoi Chanh were reached by specific PSYOP messages compared to the resources expended.
- overall effectiveness of national PSYOP efforts.

All PSYOP media used in national level programs will be collated under this system as rapidly as methodology permits.

--MACPD, Ops. Br.

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17. NEW NAME

JUSPAO PLANNING OFFICE has been redesignated the JUSPAO office of Policy, Plans and Research (JUSPAO PP&R), effective 7 September 1968.

-- JUSPAO PP&R

18. TAPE OUTGO EXCEEDS INCOME

SEVERAL MONTHS AGO, FDD of JUSPAO began producing loud-speaker tapes for use on mobile and stationary ground loudspeakers. During the period April through August 1968, 3,884 five inch reels were shipped to the field and only 365 reels were returned. All tapes not in use should be returned to JUSPAO.

--JUSPAO, FDD

19. KNOW YOUR NEIGHBOR

NATIONAL IDENTIFICATION CARD program scheduled to kick off 1 October will be supported by the following PSYOP materials:

<u>Catalog Number</u>	<u>Type</u>	<u>Subject</u>
2697	Slogans	15 slogans on seperate sheets.
2754	Poster	Explanation and importance of program
2783	Leaflet	General instructions to the citizens
2785	Handout	Facsimile of the ID Card and words and music of the ID Song.
2796	Handout	Detailed implementing instructions for the police and citizens.
2829	Poster	Instructions to the citizens
	Tapes	Copies of a tape (250) of the ID Card song produced by 7th PSYOP Gp.

All materials are being distributed through the National Police.

--JUSPAO, FDD

20. LOVELY MAI LAN

MISS MAI LAN greets AFVN viewers with "Chao cac anh. Hello everybody". That statement signals the beginning of another program in the "Let's Speak Vietnamese" series on the American Forces Vietnam Network (AFVN). The hostess and teacher of the Vietnamese language to American personnel is twenty year old Mai Lan.

"Let's Speak Vietnamese" is designed to increase spoken communication between Americans and their Vietnamese allies, by giving the Americans an opportunity to learn the basics of their host country's language. AFVN wanted Mai Lan to do the television program because she was known to American troops through her performance as an English speaking Disc Jockey on RVNAF Radio. The purpose of Mai Lan's radio show is to entertain American soldiers with their favorite rock and roll records, give them an insight into Vietnamese customs and culture, and to demonstrate the appreciation of the Vietnamese people for America's effort in Vietnam. Mai Lan's radio program was suspended temporarily after the Tet offensive, but is now on RVNAF Radio.

Mai Lan attended a French high school in Saigon. She learned to speak English while attending an American high school in Bangkok, Thailand, where her family lived for two years.

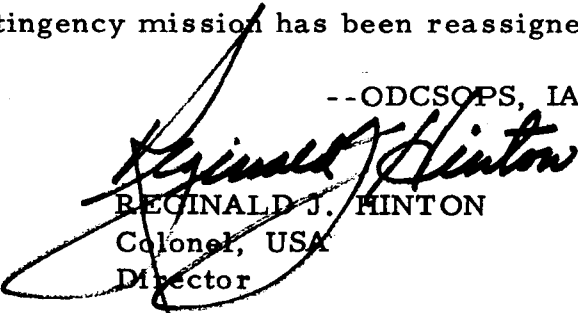
The advisors to the TV and Radio Branch of the GPWD PSYWAR Department are members of the POLWAR Advisory Division, PSYOP Directorate, and assist in the preparation of Miss Lan's TV and Radio programs.

--MACPD, POLWAR

21. PSYOP COMPANY INACTIVATED

12TH PSYOP COMPANY, formerly assigned to 2nd PSYOP Group, Fort Bragg, has been inactivated due to a forced reduction to STRAF units. 12th Company's contingency mission has been reassigned.

--ODCSOPS, IA DIR.


REGINALD J. HINTON
Colonel, USA
Director